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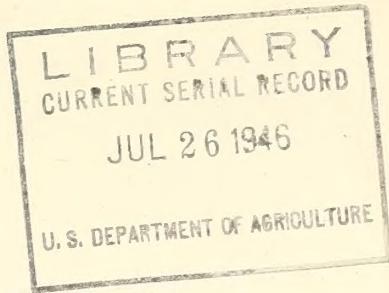
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UNITED STATES DEPARTMENT OF AGRICULTURE  
PRODUCTION AND MARKETING ADMINISTRATION  
INFORMATION SERVICE  
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New York, N.Y., New York

Y-C-U-R      F-A-M-I-L-Y-S      P-O-O-D



For the week of June 3, 1946

(Topics of the week:  
More Flour Later  
World Rice Shortage  
Eggs For Flour  
Relief Shipments "Score Card"  
Plentiful

ANNOUNCER: YOUR FAMILY'S FOOD...the consumer's view of our nation's food picture. Each week, Station \_\_\_\_\_, in cooperation with the U. S. Department of Agriculture, brings you news and information about the food you eat. (NAME), of the (LOCATION) office of USDA's Production & Marketing Administration, is with us today with some new food facts for you and your family. Tell me, \_\_\_\_\_, what tips do you have for us this time?

PAMA: First, a preview of next month's flour supply...then, a word about what not to use as a wheat substitute. And, since "turn-about fair play", I'll follow that with what can take the place of wheat for cooking purposes. Next...a look at the nation's "score card" on food exports for famine relief. Then, I'll wind up with the latest word about plentiful foods.

ANNOUNCER: Taking first things come first, let's have that preview of next month's flour supply. I suppose this is in line with Secretary of Agriculture Anderson's wheat program for the new marketing year.



PAMA: Yes, it is...this action on flour distribution as well as other measures just announced, is a direct result of that program.

ANNOUNCER: I think our listeners would like to know whether we'll be getting more flour next month, or less.

PAMA: Perhaps I'd better answer that in another way. How much flour we use is still largely a matter of each person's feeling of responsibility toward helping out in the famine relief campaign. The threat of world-wide famine still persists, and will continue to for some time to come. As to the amount of flour that will be available next month, that will show an increase over what we've been getting.

ANNOUNCER: How much of an increase?

PAMA: Ten percent.

ANNOUNCER: Then that would mean, wouldn't it, that during July, the production of flour for domestic consumption will be 85 percent of what it was last year.

PAMA: That's right. As you know, after April 22nd millers had to reduce their flour production for domestic use to 75 percent of what it was during the corresponding months of last year. As it stands now, in July, that percentage will be raised to 85 percent.

ANNOUNCER: ....which still means we'll be getting considerably less flour than we did in the months before the Emergency Food Program



ANNOUNCER: went into effect.  
(continued)

PAMA: ...and we'll still have to keep on with our wheat conservation efforts.

ANNOUNCER: A moment ago you mentioned something about what not to substitute for wheat products. I know that couldn't mean potatoes, because I heard we have a record crop this year...

PAMA: Yes, potatoes are still the Number One pinch-hitter for bread and other wheat products. In fact, the ever-popular potato does very nicely as good food in its own right.

ANNOUNCER: Well, then, what isn't a good substitute for wheat products?

PAMA: Rice is the food to steer clear of these days when considering wheat substitutes.

ANNOUNCER: And why is that?

PAMA: Two reasons. First, rice is the principal food in the diet of nearly one-half of the world's population. In addition to this fact, is the recent report on the world rice supply telling us that this year's crop is smaller than last year's by 600 million bushels.

ANNOUNCER: 600 million bushels! That's quite a decrease!

PAMA: It certainly is. That's why we're being asked not to substitute rice for wheat foods when there are so many people whose very lives depend on the amount of rice they get.

ANNOUNCER: Say, what about our June brides this year? Seems to me it



ANNOUNCER:  
(continued) would help the rice situation if they didn't have to dodge rice at their weddings.

PAMA: Yes, it would. Rice-throwing at weddings is a wasteful practice these days, in the light of the present world shortage of this food.

ANNOUNCER: Okay, then...no rice at weddings; no substituting rice for wheat products. What do you suggest as a substitute, besides potatoes, of course?

PAMA: According to the Department of Agriculture's Bureau of Human Nutrition & Home Economics, eggs can fill the bill in many instances...eggs instead of wheat flour.

ANNOUNCER: Sounds intriguing. How about some examples?

PAMA: Well, first of all, we can take a tip from the Chinese.

ANNOUNCER: How do you mean?

PAMA: You've eaten Chinese soup, haven't you?

ANNOUNCER: Eaten it and liked it.

PAMA: Maybe you've noticed that Chinese cooks use egg strands to give thin soup some substance.

ANNOUNCER: So they do...and it adds a nice bit of flavor, too.

PAMA: Exactly. And that's why the Department of Agriculture suggests that we use egg to add-needed substance to a thin soup.

ANNOUNCER: You mean, instead of macaroni, for instance?



Yes...or spaghetti or rice.

ANNOUNCER: Well, now, how is the egg prepared when it's used this way; is it hard boiled?

EMMA: No the Department of Agriculture's cooking experts tell us to beat the egg...and then, just when the soup is ready to serve, while it's still simmering...you pour in the beaten egg gradually. As soon as the egg comes in contact with the hot soup, it cooks in very colorful and appetizing yellow strands.

ANNOUNCER: Then, I suppose, you should get the soup on the table in a hurry.

EMMA: Right...and you'll find you have a very tempting dish, practically guaranteed to win family approval.

ANNOUNCER: This egg business is beginning to fascinate me. Might even make a stab at it myself. How else can eggs be used as a meat-food substitute?

EMMA: According to our Department of Agriculture cooking specialists, egg may be used to thicken some gravies and sauces in which flour is ordinarily used. This involves a couple of precautions, however.

ANNOUNCER: Like, for instance...

EMMA: The first precaution is to cook at low heat. The second is to pour a little of the hot mixture into the beaten egg first, and then add this mixture to the rest of the hot liquid.

ANNOUNCER: Let's see, now. Let me get this straight. You pour some of



ANNOUNCER: ...the hot sauce or gravy into the beaten egg. Then you add  
(continued)

this to the rest of the hot mixture. Well now that we have  
the basic principles, how about some examples of sauces that  
have egg instead of flour for thickening?

RIMA: A gravy for chicken stew is one example.

ANNOUNCER: And how is that made?

RIMA: According to our Department cooking experts, you can make  
slightly thick gravy for chicken stew by adding a little  
of the hot chicken broth to well-beaten egg.

ANNOUNCER: Wait a minute, now! You add some of the hot chicken broth to a  
well-beaten egg....Then what?

RIMA: Then you stir the mixture into the remainder of the broth. The  
idea is not to hold the gravy over direct heat after the egg is  
added. That's because, while you want the egg to thicken, you  
don't want it to curdle.

ANNOUNCER: I see. Now, you've mentioned using egg to give substance to  
soup, and egg to replace flour in gravy...are there any other  
ways that egg can be used to help us cut down on flour?

RIMA: Yes...and again I refer to my notes from the Department of  
Agriculture's cooking specialists. Another of their suggestions  
is in unsweetened soft custard to take the place of white sauce  
for fresh vegetables.

ANNOUNCER: What does this custard consist of?

RIMA: Milk thickened with egg and seasoned with salt.



And, if you want to, you could add grated onion, cheese, or  
(continued)

ANNOUNCER Sounds very tasty. Any other substitution suggestions?

PROMA: Yes. Egg can be used as a binder for meat loaf, meat patties, and similar dishes. The precaution to follow here is to see that the meat cooks at medium rather than high temperature.

ANNOUNCER: From what you've just told us, I'd say that saving wheat flour is nearly the problem we thought it was going to be; there are so many substitutes available.

PROMA: Yes, there are...and the more we take advantage of them...the more we cut down on our use of wheat foods...the more food we can get to the starving people abroad.

ANNOUNCER: Just how much are we getting over there, \_\_\_\_\_? Can you give us some recent export figures?

PROMA: Yes, but before we get to that, I have some very encouraging information as to how much good has been accomplished by putting conservation measures into action. For the months of April, May, and June, the domestic use of wheat has been estimated at 65 million bushels. That's almost a 50 million bushel cut from the amount we used the first three months of this year, and from the amount we used in April, May, and June of last year.

ANNOUNCER: That's something to be mighty proud of. And now, how about taking a look at our grain export "score card"?

PROMA: Total exports of wheat and flour up to the 20th of May were up



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approximately three and a half million tons.

ANNOUNCER: That means, though, that on that date we were still lagging slightly behind the export goal that had been established earlier, doesn't it?

PAMA: Yes, but there's been a big increase in grain exports since the 19th of May. It now looks as if we're going to meet our export goal by June 30th. Shipments by that date will be greater than our record after World War I, and the greatest for any one country in history.

ANNOUNCER: That certainly is encouraging news; it's good to know that our conservation efforts have really done some good... makes me feel that it's worthwhile to keep on conserving critically-needed foods. And speaking of foods which fall in the category, what's the score so far on shipments of fats and oils?

PAMA: That's very high, too. Our "score card" shows us that a total of 131 thousand tons of these products were made available by the Department of Agriculture for shipment to famine-stricken countries between January and May 17th. This amount is about three-fourths of the total allocation of fats and oils for the first six months of this year.

ANNOUNCER: In other words, that would mean, wouldn't it, that, as of the middle of May, procurement of fats and oils was just about on schedule?

PAMA: Yes...and Department of Agriculture officials pointed out that this good record of procurement has been made possible by



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PAMA: conservation measures and careful handling of our limited  
(continued) supply of these products. If this good record is to continue, the Department officials said, we must keep up our support of the emergency food campaign. Among other things, this means continuing to conserve and to re-use fats and oils in cooking, and to salvage those fats which are no longer edible.

ANNOUNCER: Speaking of fat salvage, do you have any recent information on the amount of used fat that's been collected?

PAMA: Yes, I do. For the first four months of 1946, average monthly collections of used fat were 40 percent ahead of the average monthly collection for the last six months during which red points were still being paid.

ANNOUNCER: Well, let's hope our homemakers will keep up the good work.. just as they've always done in the past. And now, after hearing about scarce items, I think our listeners would welcome some news on what's plentiful.

PAMA: All right. First, we'll cover the protein department. In that food group, the good news in many localities is that poultry is fairly plentiful, and so are eggs. There's plenty of fish to be had, too, in quite a few varieties.

ANNOUNCER: And what about fresh vegetables? Which are the leaders in that food line-up?

PAMA: Well, for those who like fresh spring salads, there are plenty of tomatoes, cabbage, lettuce, and radishes. Then, other vegetables in abundant supply are asparagus, kale, spinach,



and new potatoes.

What's the leader in the fruit line-up?

In most localities, rhubarb is the most plentiful fruit.

ANNOUNCER:

Well, I'd say we've got the food situation well in hand these days...especially when it comes to fresh vegetables. I think I'd also better say that this has been YOUR FAMILY'S FOOD - the consumer's view of our nation's food picture. Heard on today's program was \_\_\_\_\_, of the \_\_\_\_\_ office of the U. S. Department of Agriculture's Production & Marketing Administration.

